

Objective 7: Counter industries engaged in the manufacture, marketing, sale, and distribution of tobacco and cannabis products

Expanding the Fight: Commercial Tobacco and Its Allies

The fight to end the tobacco epidemic in California means taking on **all companies that market, sell, and distribute tobacco products**, including e-cigarettes, hookah, heat-not-burn devices, and other novel tobacco products. It also means fighting against **tobacco industry allies**, including **trade organizations, front groups and foundations** that work on behalf of tobacco manufacturers or retailers. The increasing **overlap between tobacco and cannabis** means **companies that market, sell, and distribute cannabis** must also be included in this effort.



Key Concepts: Tobacco Industry Allies

Taking on the tobacco industry means striking back against not only the industry itself, but also its allies, including:

- Marketing firms that advertise tobacco products
- Business groups and trade organizations that serve as industry front groups
- Tobacco retailers, including pharmacies that sell tobacco products
- Companies that produce and market e-cigarettes, vaping devices, and accessories
- The cannabis industry, which increasingly overlaps with the tobacco industry and which is using its power in similar ways
- Companies that deliver tobacco or cannabis
- Companies that profit from tobacco or cannabis product placement in movies, social media, and streaming media

Strategies

Fight industry influence

Monitor and expose lobbying and political contributions by the tobacco industry and its allies in order to oppose their efforts to influence public policy

Refuse industry sponsorships and partnerships: their “help” comes with strings attached!

Discourage community organizations and businesses from accepting industry contributions

Use the law

Enforce California’s Lee Law that caps the maximum amount of window space that can be covered with ads in stores selling alcohol at 33%, and work to further reduce this percentage and extend the rule to all tobacco retailers

Enact and enforce strong local and state policies prohibiting all health claims for all tobacco and cannabis product advertising

Require graphic health warnings on a greater proportion of tobacco and cannabis ad space and at the point of sale

End or restrict sales

End or restrict the sale of tobacco products; jurisdictions that cannot end the sale of all commercial tobacco products can work to restrict or end the sale of some products, such as flavored products or filtered cigarettes that produce environmental waste

Eliminate online sales or sales at certain types of businesses, such as pharmacies

Limit the number of tobacco retailers in a jurisdiction and create buffer zones where tobacco and cannabis retailers and advertising are not allowed around schools, recreation centers, and other places where young people congregate

Establish a price floor that retailers cannot sell below and prohibit deep discounting tactics

Expose the relationship between cannabis and commercial tobacco

Expose the increasing corporatization of the cannabis industry, how it intersects with the tobacco industry, and how both seek to influence public policy

Uncover tobacco and cannabis industry efforts to deceive the public, and make sure they have no role in decision-making related to the regulation of their products

Convince businesses allied with the tobacco and cannabis industries to stop supporting the marketing, sales, and distribution of those products

Lead the way

Sustain California’s status as a world leader in the fight for a tobacco-free future, not only by ending the tobacco epidemic in our state but also by helping others around the world make similar progress

Conduct research to evaluate California’s state and local tobacco policies, and share best practices

Call on the federal government to require stronger tobacco packaging and labeling standards, limit new tobacco products, and restrict its ability to influence public policy